

## The Historic Downtown Sign Program

Medford's downtown commercial district is key to the city's character and its historic heritage. Since the Downtown Historic District was listed on the National Register of Historic Places, the City has partnered with local businesses and property owners to support economic vitality and preserve historic architecture in the District. The Landmarks and Historic Preservation Commission reviews all new signs in the Downtown Historic District. The Commission has developed special sign design guidelines for use in the District which provide greater flexibility in sign designs.

This project was funded in part by  
a Certified Local Government  
matching grant from the Oregon  
State Historic Preservation Office  
and the National Parks Service.

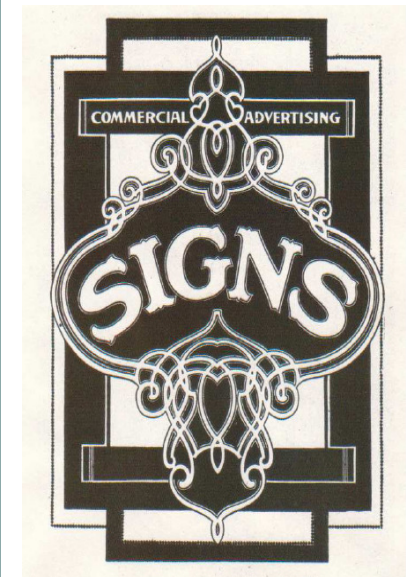


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## City of Medford DOWNTOWN HISTORIC DISTRICT

### Sign Approval Guidelines



No. 23, Design for a Board Panel  
From Atkinson's Sign Painting Up to Now, 1915

# Downtown Historic District Sign Guidelines



[Applying these guidelines.](#) These guidelines apply to the Downtown Historic District, an area roughly bounded by Oakdale Avenue, Eighth Street, Bear Creek, and Fourth Street.

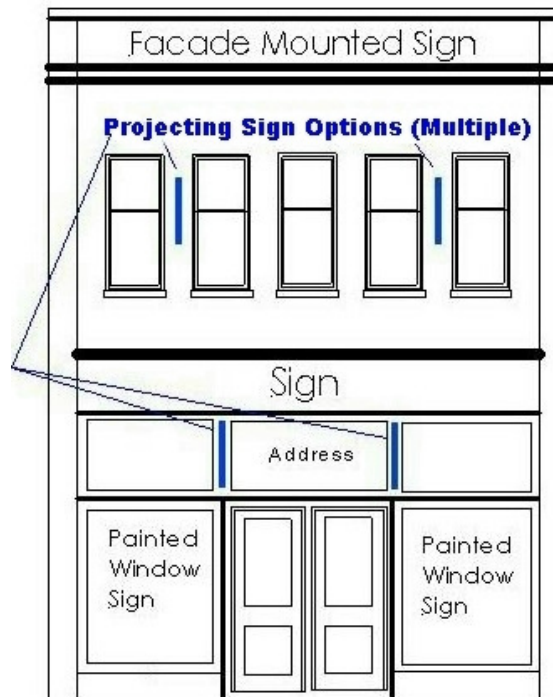
[Sign designs.](#) Businesses are encouraged to use complex shapes, mixed mounting types or multiple forms for their new signs. Signs are reviewed to ensure that the placement, materials, lighting and shape are appropriate for the building.

## Application Process

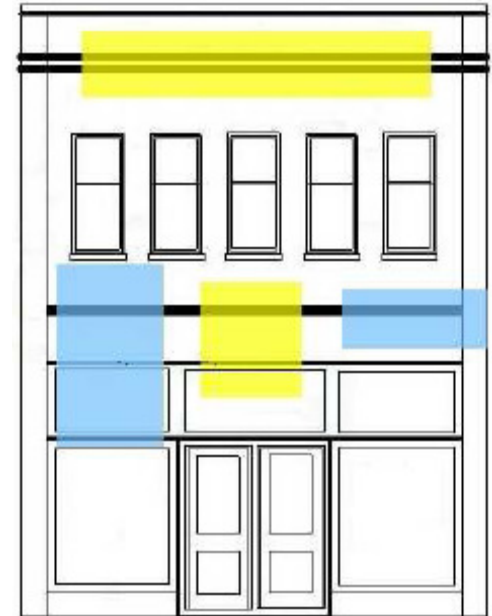
All new signs are reviewed by the Landmarks and Historic Preservation Commission at a public hearing. Applications and the complete sign regulations are available online. Visit the Planning Department webpage on the city's website to print out an application. A review fee applies.

## Historically Appropriate Signs

This brochure highlights some of the guidelines. Business people are encouraged to review the Sign Approval Guidelines on the city's website on the web page for the Landmarks and Historic Preservation Commission. Call the Planning Department at 541-774-2380 with your questions.



[Appropriate sign placement options](#) respect the architectural scale of the façade by fitting entirely within the horizontal and vertical elements, as shown above. Pylon signs may extend above the top of the building.



[Inappropriate sign placement](#) ignores the architectural scale of the façade and crosses or obscures horizontal and vertical architectural elements.

## Illumination

Signs may be illuminated or non-illuminated. Appropriate forms include exposed neon tubing, exposed incandescent bulbs, and gooseneck type fixtures. Internally illuminated signs are not traditional and not appropriate in the Downtown Historic District.